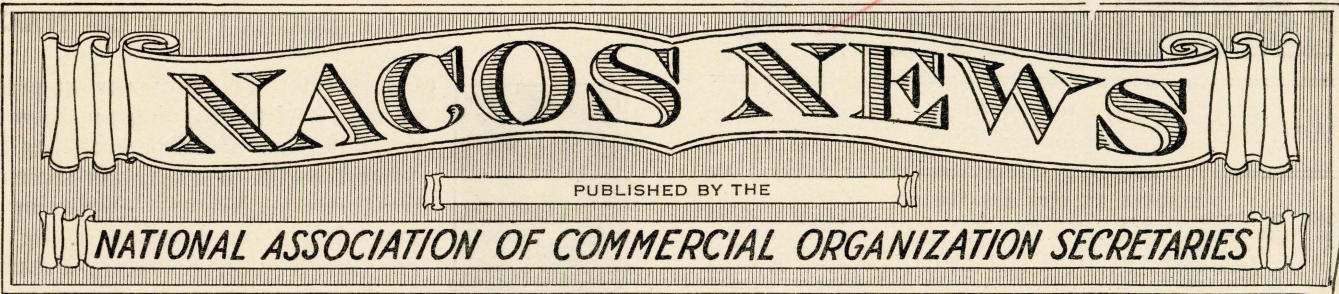


Amos G. Carter

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VOL. VI. NO. 2

DECEMBER 1925

Season's Greetings from Your President

Out of the fullness of her heart, NACOS wishes each and every secretary a Merry Christmas and a Happy New Year.

May each one of us look back over the old year and be really merry and happy through the knowledge that we have done our full duty and have given to each task our very best effort.

May the successes of the past year build in each of us a whole-hearted determination that in 1926 we will give to our organization and to our city such a full measure of service and sincere, persistent, hard work that our Christmas of 1926 may be an even merrier one, and that as the year 1926 passes out we may be full of happiness over the knowledge that we have accomplished things really worth while.

NACOS wishes that each one may possess during 1926 the ability, the genius, the initiative, and the intuition to "do the right thing at the right time and in the right way."

(Signed) RAYMOND B. GIBBS

REYNOLDS TO BUILD THE 1926 PROGRAM

John B. Reynolds, of Indianapolis, a man among men, and a man who has meant much to NACOS, has been selected by President Gibbs for an assignment of great responsibility: that of chairman of the Program Committee for the 1926 convention.

No doubt, John will call upon many to assist him in his labors, and the NACOS officers bespeak a very hearty cooperation on your part.

With John B. Reynolds as program builder and you as helper, the 1926 meeting cannot help being a greater success than ever before.

THANK, ROS!

The new NACOS NEWS staff extends its thanks to Roscoe Goddard, the "necktie man" from Worcester, for the preparation of the November issue of NACOS NEWS, the first for the new year. Also for his appeal for the membership's cooperation with the new staff.

Roscoe, as editor, also explains the appearance of "them kind words" and nice comments relating to the new officers of NACOS, as appeared in that issue.

NACOS NEWS

Official Publication of The
NATIONAL ASSOCIATION OF COMMERCIAL ORGANIZATION
SECRETARIES

OFFICERS OF THE ASSOCIATION

RAYMOND B. GIBBS.....President
JOHN B. REYNOLDS.....First Vice-President
ROSCOE H. GODDARD.....Second Vice-President
WALTER O. LOCHNER.....Secretary-Treasurer
CARLTON W. TILLINGHAST.....Assistant Secretary-Treasurer

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Wheeling, West Virginia
LAURENCE P. DICKIE.....Tampa Board of Trade
Tampa, Florida
RAYMOND B. GIBBS.....Scranton Chamber of Commerce
Scranton, Pennsylvania
ROSCOE H. GODDARD.....Worcester Chamber of Commerce
Worcester, Massachusetts
WILLIAM HOLDEN.....Tulsa Chamber of Commerce
Tulsa, Oklahoma
E. E. JACKSON.....Colorado Springs Chamber of Commerce
Colorado Springs, Colorado
WALTER O. LOCHNER.....Trenton Chamber of Commerce
Trenton, New Jersey
JOHN B. REYNOLDS.....Indianapolis Chamber of Commerce
Indianapolis, Indiana
EDWARD R. SMITH.....Oshkosh Chamber of Commerce
Oshkosh, Wisconsin

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Chamber of Commerce, Trenton, New Jersey
LAURENCE P. DICKIE.....Editor-in-Chief
Board of Trade, Tampa, Florida
WINFIELD CLEARWATER.....News Editor
Chamber of Commerce, Passaic, New Jersey

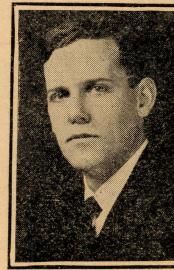
ASSOCIATE EDITORS

Elliot G. Kingsbury.....Stamford, Connecticut.....New England
Charles E. Reid.....New York City.....New York
Winfield Clearwater.....Passaic, New Jersey.....New Jersey
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South Carolina
Virginia
West Virginia
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North Dakota
South Dakota
Claude Scott.....Lawrence, Kansas.....Colorado
Kansas
Nebraska
Charles W. Haensel.....Saginaw, Michigan.....Michigan
E. C. Hackett.....Cape Girardeau, Missouri.....Missouri

1925 PROCEEDINGS

Arthur Snell, of Pittsburgh, has advised the Editor that the proceedings of the 1925 convention are now being printed and would probably be mailed from his office before the first of the year. This is the last big job which the retiring Secretary-Treasurer is asked to handle to complete his year, and Snell is doing his in a hurry-up fashion.

TILLINGHAST NAMED ASSISTANT SECRETARY OF NACOS



CARLTON W. TILLINGHAST, at present secretary of the Burlington, New Jersey, Chamber of Commerce, has been selected as the first assistant secretary-treasurer of NACOS. Assuming his new duties on January 1, he will be located with Secretary-Treasurer Lochner, at Trenton. The appointment of Tillinghast as a full-time assistant secretary-treasurer of NACOS

marks a new milestone in the progress of the Association, and it is confidently believed that the man selected will successfully advance the service ideals and purposes of NACOS.

Tillinghast is a University of Pennsylvania man, completing his studies at night while successfully discharging the duties of the Burlington secretaryship during the daytime. Colvin Brown, Howard Strong, and others who are acquainted with him and with his work unanimously believe that the right man has been selected for the NACOS position. He attended the Washington meeting of NACOS, the last annual meeting of the national Chamber, and this year's National School for Commercial Secretaries at Evanston, being an associate editor of "The Secretary" and one of the few appointees who really helped in this job. Being a bachelor still, he will be able to give NACOS all of his time and thought!

1925 GO-GETTERS

The following is the list of Go-Getters who responded to the final NACOS membership appeal to put the organization over the 1,000 mark for the eleventh annual meeting. If we missed you, say so. In the rush it was difficult to keep exact track of those who sent in memberships.

15—John M. Guild, Kansas City, Mo.
7—A. S. Dudley, Stockton, Calif.
6—William Holden, Tulsa, Okla.
4—G. Robt. Galloway, Kewanee, Ill.
3—R. D. Lee, Chicago, Ill.
2 Each—Wainwright Bridges, Durant, Okla.; E. B. Lord, Jersey City, N. J.; John B. Reynolds, Indianapolis, Ind.; G. D. Theleen, Clarksburg, W. Va.
1 Each—J. E. Ames, Manhattan, Kansas; Roy Beaton, San Pedro, Calif.; W. N. Blanton, Shreveport, La.; Carlos Campbell, Knoxville, Tenn.; Daniel N. Casey, Harrisburg, Pa.; Geo. Catts, Kansas City, Mo.; A. A. Coult, Jacksonville, Fla.; Miss Pearle Crump, Columbia, Mo.; W. D. B. Dodson, Portland, Ore.; Stanley C. Draper, Oklahoma City, Okla.; J. F. Ferguson, New Haven, Conn.; P. A. Gray, Pueblo, Colo.; J. A. Harader, Boise, Idaho; E. C. Hackett, Cape Girardeau, Mo.; Harvey T. Hill, Chicago, Ill.; Carl Hyde, Torrance, Calif.; W. E. Holmes, Wichita, Kansas; G. M. Hafenbrack, Longview, Wash.; J. S. Johnson, Evansville, Ind.; F. W. Jensen, Leavenworth, Kansas; Chas. J. Kellem, Kansas City, Kansas; Hugh Lynch, New York, N. Y.; J. A. McNamara, St. Louis, Mo.; Anderson G. Moore, Indianapolis, Ind.; John Northway, Hamilton, Ohio; Chas. M. Ketchum, Greensboro, N. C.; H. A. Oliver, Cleburne, Texas; Hon. Daniel A. Reed, Dunkirk, N. Y.; Ray Smith, Palo Alto, Calif.; A. V. Snell, Pittsburgh, Pa.; Miss Grace M. Sparkes, Prescott, Ariz.; Rolla B. Stebbins, Eureka, Kansas; H. A. Scheidker, Hannibal, Mo.; Vincent Stevens, Akron, Ohio; C. Stafford, Casper, Wyoming; Claude Scott, Lawrence, Kansas; Jas. P. Taylor, Burlington, Vt.; Christy Thomas, Seattle, Wash.

YE EDITOR AND HIS STAFF

The stage is set for the news-gathering force of NACOS NEWS. The Editor-in-Chief herewith enters and makes his bow to the membership. He bespeaks your patience and requests that his trial before jury be withheld until at least a rehearsal can be had.

It has been the deliberate purpose of the Editor-in-Chief to have enough assistants and associate editors to make it difficult for the general membership to attach any responsibility for a poor job on any particular member of the staff, and we are generous enough in our appointments because we know if any little credit is to be given it can be divided in equal parts among all of those who participate. The complete staff is shown on page two of this issue.

Furthermore: To each regional associate editor is given the privilege of selecting and appointing his own Regional NACOS NEWS Committee. In fact, it is suggested that each region be thus covered. Each associate editor sending in the names of his Regional NACOS NEWS Committee is assured of early publication thereof.

WARNING!

Secretaries are warned by the Burns Community Protection Service to be on the lookout for a suave, refined, cultured gentleman, who may give the name "Palethorpe," and who may pose as the representative of a furniture manufacturing concern seeking a factory location. If he is in need of funds and asks you to cash a check for him, be careful!

The National Better Business Bureau of the Associated Advertising Clubs of the World reports that Mr. Reaville W. Morton, of Ardmore, Oklahoma, in exploiting a book which he calls "Psychological Advertising," is claiming the endorsement of the National Chambers of Commerce Secretaries' Association, as well as of the American Management Association. The latter organization, according to the National Better Business Bureau, has entirely repudiated the claim; the National Chambers of Commerce Secretaries' Association is unknown to the NACOS NEWS editor; and the Ardmore Chamber of Commerce reports that it never heard of Dr. Reaville Morton and knows nothing of the endorsement claimed.

WANTED: NEWS

Associate editors are expected to supply enough material monthly to fill NACOS NEWS with interesting, readable NEWS. But it is hoped that the members will supply to the publication direct, or to the associate editors, news items which will be of interest to the NACOS membership in general.

No editor or associate editor or cub reporter knows all the news. These must come from every source, if a real publication is to be issued monthly. The staff members are merely the news gatherers; the Editor-in-Chief and the News Editor will be responsible for assembling; and the Managing Editor will look after the actual publishing and distribution.

Yes, personals about yourself as well as about your neighboring secretaries will be welcomed. The editors will, however, retain the privilege of using—or not using—all such items received. But they are desirous to have the opportunity of passing upon the desirability thereof, and for you to send in such items will not be interpreted as immodesty, even though these be about yourself.

ADVISORY COMMITTEE TO NATIONAL CHAMBER

The directors of NACOS serve by request as an advisory committee of the Chamber of Commerce of the United States. During a two-day stay in Washington, on January 5 and 6, meetings of the Board will, during daytime, be in an advisory capacity to the national Chamber, whilst the evenings will be devoted to sessions of the NACOS Board of Directors as such.

NACOS members who have suggestions to offer with regard to the national Chamber may have such suggestions presented, if they so desire, by the directors of the Association. The President or the Secretary will be glad to receive such suggestions as you may have for the good of either the national Chamber or our own NACOS.

LOCHNER BACK TO EARTH

Yes, Walter Lochner, Secretary-Treasurer of NACOS, has come "back to earth" again after having "been up in the air" for twenty-eight hours.

Leaving Kansas City the day after the convention, Lieutenant Leslie P. Arnold, one of the 'Round-the-World fliers, and Walter covered 2,000 miles westbound in 20 hours' flying time, reaching an altitude of 7,500 feet going over the Rockies. Returning east, Lieutenant A. C. Strickland, of Muskogee, Oklahoma, picked up Walter in Amarillo, Texas, and carried him 800 miles to St. Louis in eight hours' flying time.

Through the fellowship and courtesy of the secretaries in Muskogee, Dallas, Fort Worth, El Paso, Amarillo, Tucson, San Diego, and Pasadena, the trip was made doubly pleasant. It is the belief of NACOS' "flying secretary" that within ten to twenty years it will be the general practice for the NACOS members to go to and return from the NACOS conventions via aeroplane.

AIR MEN BRING HONOR TO NACOS

The National Association of Commercial Organization Secretaries was indeed honored, through the courtesy of the War Department, by having Lieutenant Leslie P. Arnold, one of the Round-the-World fliers, as distinguished guest and speaker at the eleventh annual banquet, having flown to the convention by aeroplane from San Diego, California.

Further honor was extended through the presence of two other officers of the first Round-the-World flight. Lieutenant Eric Nelson, who, like Lieutenant Arnold, was privileged to complete the 28,000 mile globe-encircling trip, was a guest on Monday evening. And Major Frank Martin, who was lost to the world for ten days after his plane crashed against the side of a mountain in Alaska early during the flight, was the Association's guest on Tuesday evening, together with Lieutenant Arnold.

All three aviators are real American heroes and deserving of every distinction accorded them. It was an honor to NACOS to have them amongst us.

"COMMUNITY ADVERTISING"

A worth-while addition to any secretary's library is to be found in "Community Advertising," the book by Don E. Mowry, a member of NACOS and of course himself a secretary. Practical experiences of a secretary are always of interest to his fellow-secretaries, and "Community Advertising," based upon experience, is no exception to the rule.

Mowry's 450-page book discusses "Community Advertising" under six major divisions, each of these again being subdivided into specific topics, of which there are more than forty. The major divisions are: Community Advertising Fundamentals, Community Advertising Objectives, Community Advertising Machinery, Community Advertising Mediums, Community Advertising Technique, and Community Advertising Accomplishments.

NATIONAL ASSOCIATION OF COMMERCIAL ORGANIZATION SECRETARIES

THREE "OLD TIMERS" LOST TO PROFESSION

Members of NACOS will undoubtedly learn with regret of the passing away from commercial organization work of three ardent members of this organization: Charles Saville, of Dallas; Walter Parker, of New Orleans; and Bill Holmes, of Wichita.

Charlie Saville leaves his work at Dallas the first of the new year to enter the insurance field; Parker has resigned to return to private life; and Holmes has already stepped into a private enterprise at Wichita.

HARRY CONOVER PASSES AWAY

Harry Conover, former secretary at Trenton, N. J., and known to many of the older men, passed away recently at Trenton. Harry was a good secretary and a good ex-secretary, and men in and out of the profession will miss him.

COLORADO MEN MEET

The annual meeting of the State Association of Commercial Organizations of Colorado was held November 19, 20, and 21 at Colorado Springs. An excellent program had been arranged with speakers of note and with subjects of unusual interest to the commercial secretary.

NATIONAL CHAMBER MEETS IN MAY

Announcement has been made, unofficially at least, that the fourteenth annual meeting of the Chamber of Commerce of the U. S. A. will be held in Washington, D. C., on Monday, Tuesday, Wednesday, and Thursday, May 10 to 13, 1926. Make your plans now so that you can attend the national Chamber annual meeting.
